

WXIX

ORDER



Flight Dates 10/31/12-11/06/12

Contract / Revision 842733 / CINN OCT 31-NOV 6

Original Date / Revision
10/29/12 10/29/12

Advertiser Romney, Mitt/R/President

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 02494

Product

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 02494

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate # 509

Alt Order #

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL565

Priority P 1

Advertiser Ref

Primary Account Executive

Aaron Ashe

Account Executive Order% Start Date End Date

Aaron Ashe 100%

Order Share % Market Value

Competing Station % of Order Amount

EXIX	%
WBQC	%
WCET	%
WCPO	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	88	\$90,066.00	\$105,960.00	0.00	10/29/12	11/06/12	88	\$90,066.00	\$105,960.00
Totals	88	\$90,066.00	\$105,960.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	10/31/12	11/02/12	News @ 6a News @ 6am	Comm	630-7A (6:30 AM-7:00 AM)	-- WTF--	:30	3	\$600.00	P 1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		3				\$600.00		0.00			
N 2	WXIX	11/05/12	11/06/12	News @ 6a News @ 6am	Comm	630-7A (6:30 AM-7:00 AM)	MT-----	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$600.00		0.00			
N 3	WXIX	10/31/12	11/02/12	News @ 7a News @ 7am	Comm	7a-9a	-- WTF--	:30	6	\$600.00	P 1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		6				\$600.00		0.00			



Contract / Revision **842733** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **CINN OCT 31-NOV 6**

Estimate # **509**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WXIX	11/05/12	11/06/12	News @ 7a News @ 7am	Comm	7a-9a	MT-----	:30	6	\$600.00	P 1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					6	\$600.00		0.00			
N 5	WXIX	11/05/12	11/06/12	News Extra 10-11A News Extra 10-11A	Comm	9A-11A	MT-----	:30	6	\$450.00	P 1	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					6	\$450.00		0.00			
N 6	WXIX	10/31/12	11/02/12	News @ 9a NEWS @ 9A	Comm	9A-11A	--WTF--	:30	6	\$450.00	P 1	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$450.00		0.00			
N 7	WXIX	10/31/12	11/02/12	Late News M-F Late News M-F	Comm	10-11P	--WTF--	:30	6	\$1,400.00	P 1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					6	\$1,400.00		0.00			
N 8	WXIX	11/05/12	11/06/12	Late News M-F Late News M-F	Comm	10-11P	M-----	:30	2	\$1,400.00	P 1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,400.00		0.00			
N 9	WXIX	11/05/12	11/06/12	FOX19 Weather at 4A First Weather at 4A	Comm	4-430A	MT-----	:30	2	\$80.00	P 1	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$80.00		0.00			
N 10	WXIX	10/31/12	11/02/12	FOX19 Weather at 4A First Weather at 4A	Comm	4-430A	--WT---	:30	3	\$80.00	P 1	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WT---					3	\$80.00		0.00			
N 11	WXIX	11/05/12	11/06/12	News @ 4:30am News @ 4:30am	Comm	4:30am-5am	MT-----	:30	2	\$100.00	P 1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$100.00		0.00			
N 12	WXIX	10/31/12	11/02/12	News @ 4:30am News @ 4:30am	Comm	4:30am-5am	--WT---	:30	3	\$100.00	P 1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WT---					3	\$100.00		0.00			
N 13	WXIX	11/05/12	11/06/12	News @ 5a News @ 5a	Comm	5a-6a	MT-----	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
N 14	WXIX	10/31/12	11/02/12	News @ 5a News @ 5a	Comm	5a-6a	--WTF--	:30	3	\$400.00	P 1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$400.00		0.00			
N 15	WXIX	11/05/12	11/05/12	Mon Prime Other X FACTOR	Comm	8-9P (8:00 PM-9:00 PM)	M-----	:30	2	\$3,000.00	P 1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$3,000.00		0.00			
N 16	WXIX	10/31/12	10/31/12	X Factor Wednesday X Factor Wednesday	Comm	X Factor Wednesd	--W----	:30	4	\$4,500.00	P 1	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision **842733** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **CINN OCT 31-NOV 6**Estimate # **509**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N16	WXIX	10/31/12	10/31/12	X Factor Wednesday X Factor Wednesday	Comm	X Factor Wednesday	--W----	:30	4	\$4,500.00	P 1	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					4	\$4,500.00		0.00			
N17	WXIX	11/01/12	11/01/12	X Factor Thursday X Factor Thursday	Comm	X Factor Thursday	---T---	:30	4	\$4,500.00	P 1	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					4	\$4,500.00		0.00			
N18	WXIX	11/03/12	11/03/12	College Football Game 1 3P-CC	Comm	2P-7P	-----S-	:30	3	\$800.00	P 3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$800.00		0.00			
N19	WXIX	11/03/12	11/03/12	College Football Game 2 7P-12A	Comm	7P-10P	-----S-	:30	3	\$1,200.00	P 3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$1,200.00		0.00			
N20	WXIX	11/03/12	11/03/12	Late News Sa Late News Sat	Comm	10-11P	-----S-	:30	2	\$1,200.00	P 1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$1,200.00		0.00			
N21	WXIX	11/03/12	11/03/12	News 8-10A Sat News 8-10A Sat	Comm	8-9A (8:00 AM-9:00 AM)	-----S-	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$400.00		0.00			
N22	WXIX	11/04/12	11/04/12	News 8-10A Sun News 8-10A Sun	Comm	8-9A (8:00 AM-9:00 AM)	-----S	:30	2	\$400.00	P 1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$400.00		0.00			
N23	WXIX	11/04/12	11/04/12	News 8-10A Sun News 8-10A Sun	Comm	8-10A	-----S	:30	3	\$400.00	P 1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					3	\$400.00		0.00			
N24	WXIX	11/04/12	11/04/12	FOX News Sunday Fox News Sunday	Comm	10A-11A (10:00 AM-11:00 AM)	-----S	:30	2	\$300.00	P 1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$300.00		0.00			
N25	WXIX	11/04/12	11/04/12	NFL on Fox Game 2 NFL on Fox	Comm	4P-730P	-----S	:30	3	\$4,500.00	P 1	0.00	NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					3	\$4,500.00		0.00			
N26	WXIX	11/04/12	11/04/12	SU 8-830P SIMPSONS	Comm	SU 8-830P	-----S	:30	2	\$3,000.00	P 1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$3,000.00		0.00			
N27	WXIX	11/04/12	11/04/12	Late News Su Late News Sun	Comm	10-1102P	-----S	:30	2	\$1,400.00	P 1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$1,400.00		0.00			
N28	WXIX	10/31/12	11/02/12	Rachael Ray 11A Rachael Ray 11A	Comm	11a-12P	--WTF--	:30	1	\$150.00	P 1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **CINN OCT 31-NOV 6**

Estimate # **509**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N28	WXIX	10/31/12	11/02/12	Rachael Ray 11A Rachael Ray 11A	Comm	11a-12P	--WTF--	:30	1	\$150.00	P 1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	--WTF--	1		\$150.00	0.00							
N29	WXIX	10/31/12	11/02/12	M-F 130-5A THE INSIDER	Comm	330A-4A (3:30 XM-4:00 XM)	--WTF--	:30	1	\$10.00	P 5	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	--WTF--	1		\$10.00	0.00							
Totals														88	\$105,960.00